GOVERNMENT OF INDIA
PETROLEUM AND NATURAL GAS
LOK SABHA

UNSTARRED QUESTION NO:2926
ANSWERED ON:06.12.2007
EXPENDITURE ON ADVERTISEMENT
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Will the Minister of PETROLEUM AND NATURAL GAS be pleased to state:

(a) whether the petroleum products especially diesel and petrol are facing difficulty in finding the consumers;

(b) if not, the rationale behind posting costly ads on the electronic media at prime times about these products particularly of power/speed speed petrol and diesel;

(c) the details of expenditure on advertisement during the last three years PSU-wise and year-wise; and

(d) the steps proposed to be taken by the Government to rationalize the policy of advertising the petroleum products?

Answer

MINISTER OF PETROLEUM & NATURAL GAS (SHRI MURLI DEORA)

(a): The petroleum products like petrol and diesel are essential requirements for motor vehicles as fuels; there is generally no difficulty in finding the consumers for these products.

(b) & (c): Power and Speed are the branded petrol marketed by Hindustan Petroleum Corporation Limited (HPCL) and Bharat Petroleum Corporation Limited (BPCL) respectively. Only branded premium fuels are being advertised and not the normal petrol and diesel. The benefits of branded fuels need to be communicated to customers and for that reason the advertising is carried out in various forms of media. These benefits include better maintenance of their vehicles, lesser emission and better performance. Details of expenditure incurred on advertisement in the electronic media for the branded fuels during the last three years.